

# The Redesigning of the Royal Jordanian Airline Costumes

By Nora Sacca



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# Phase 1: Project Definition.

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The project is the redesigning of Royal Jordanian Airlines costumes and uniforms to be more expressive of the Jordanian identity and more reflective of the royalty of the name to accompany the new era in all its authenticity and constant changes.



الملك المتحدة للارونيه  
ROYAL JORDANIAN

## ■ Why?

The uniform has not been changed since 2003 and has become outdated in terms of fashion and contemporary demands.

The re-designing of uniforms seems to be the right step if Royal Jordanian Airlines wants to compete and stay in demand in addition to being a true representation of the Jordanian identity and its signature of royalty.



الملكيسة للارونيسة  
ROYAL JORDANIAN



The Current Costume (Since 2003)

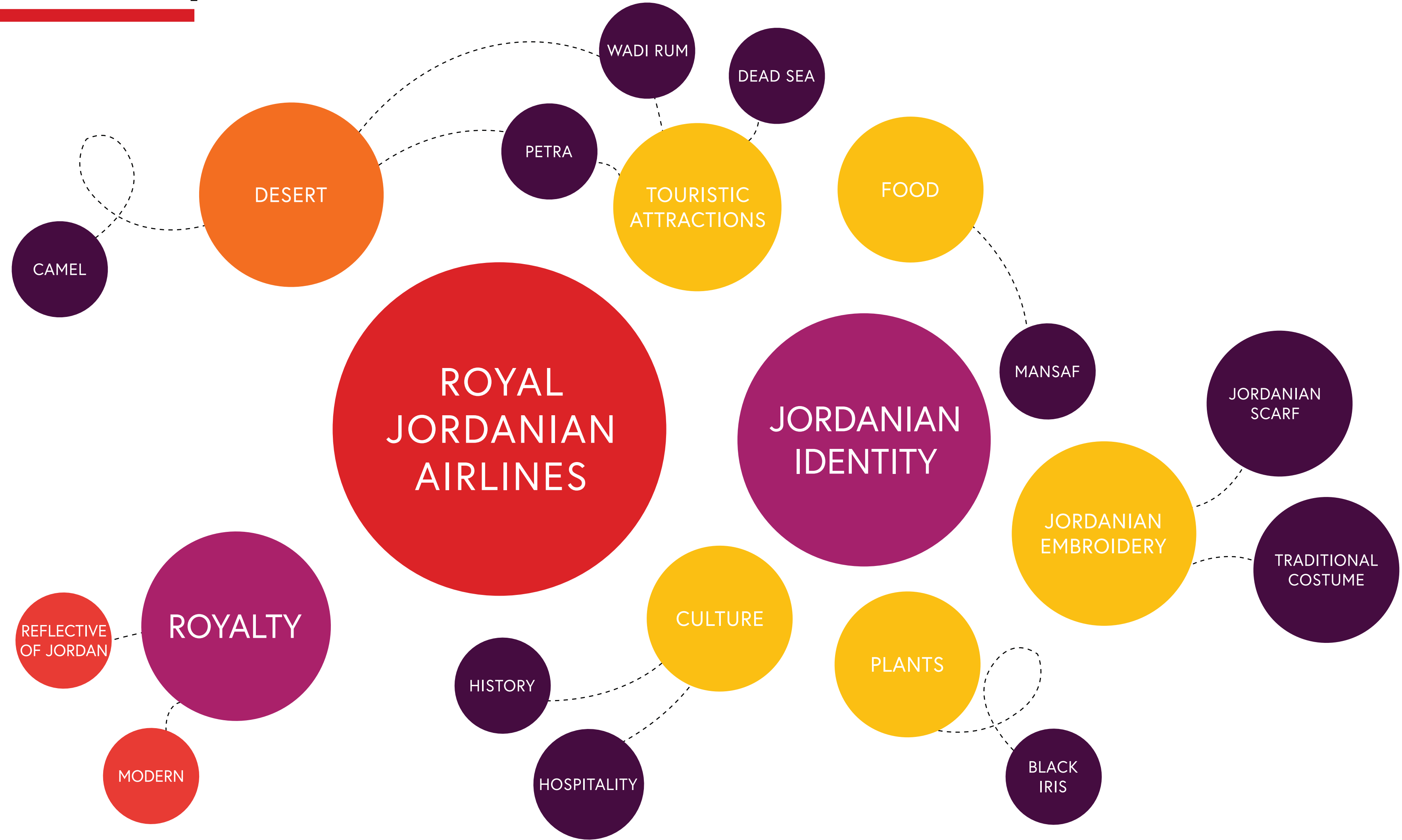
# The Concept.

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The concept is designing new costumes that are more elegant & trendy as well as reflective of the Jordanian identity.

# Phase 2: Mind-map.

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# Mood-board.

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# The Costumes Design Concept.

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I have chosen to continue with the red color theme which has been used so far by RJ because it is eye-catching and peculiar when roaming around international airports. I wanted my designs for the uniforms to reflect the Jordanian identity and be distinctive and well-known.

In Jordanian folklore and traditional wear the colors black and red are the basic theme with simple hints of embroidery, therefore it was the basic trend for my whole collection.

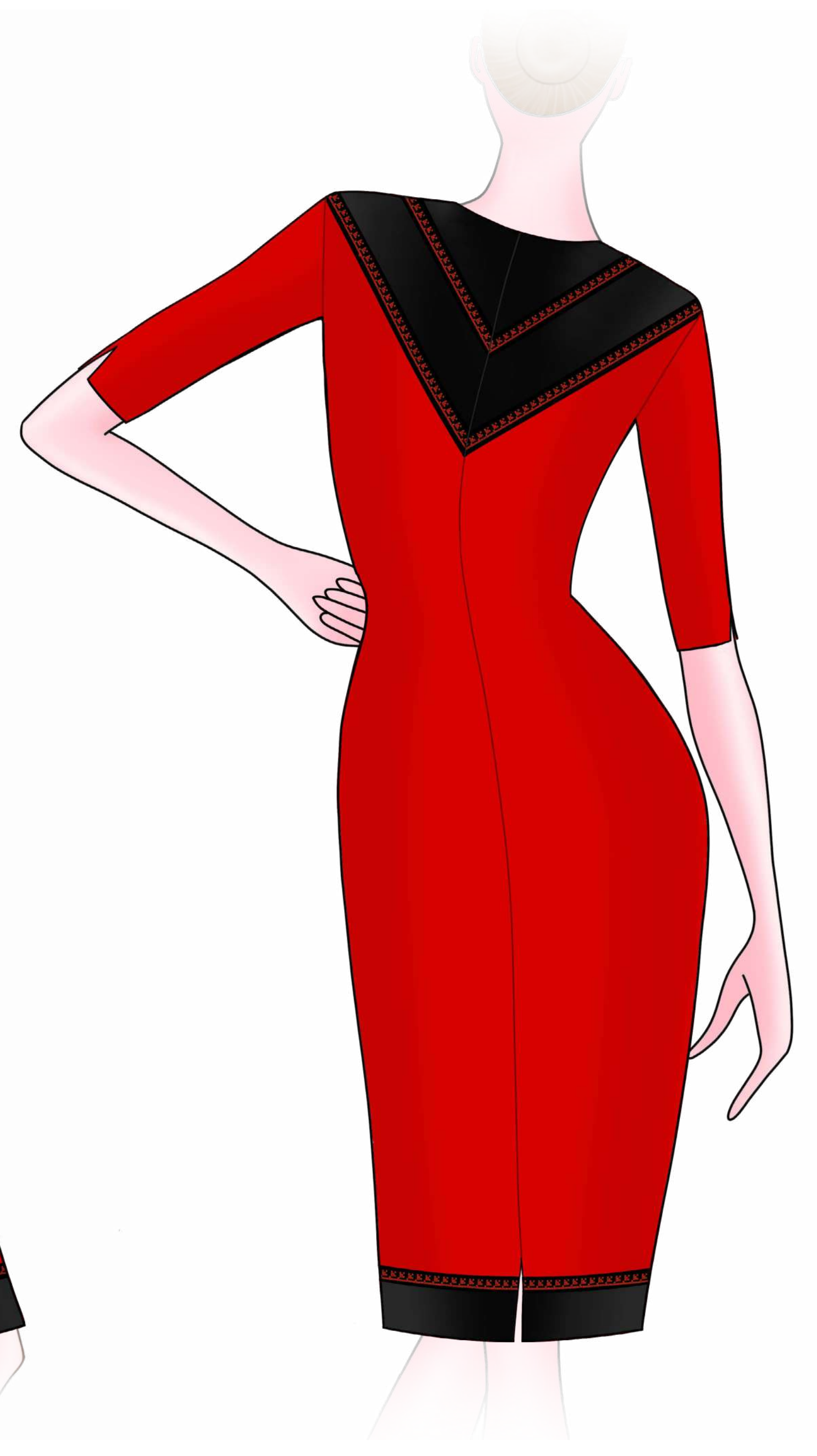
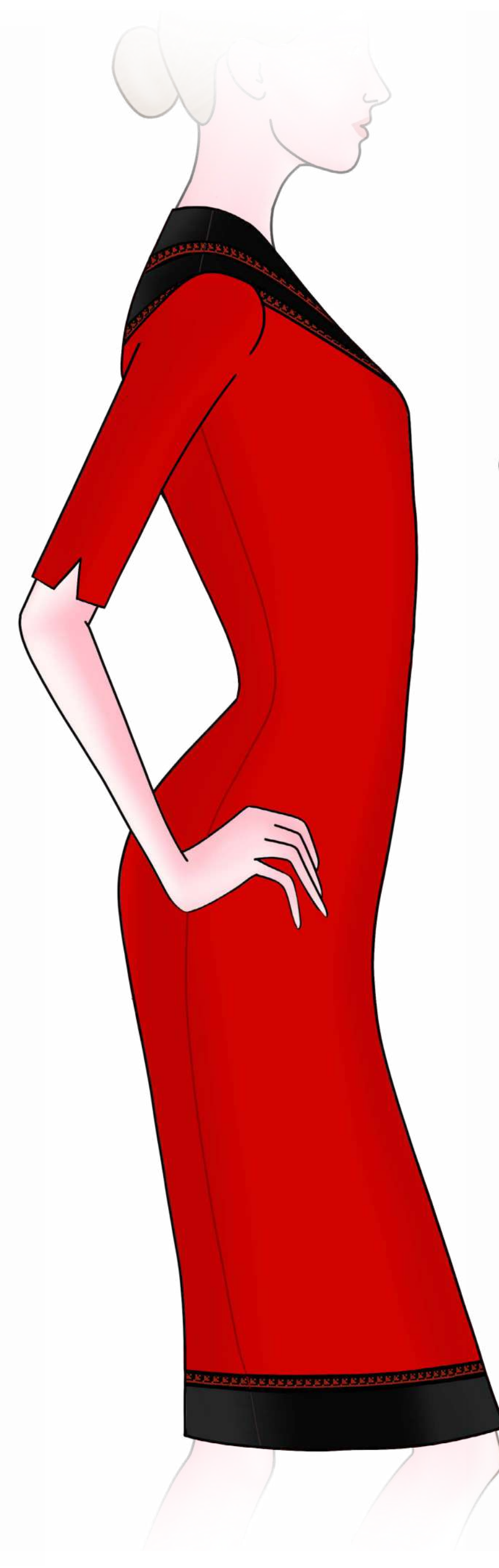
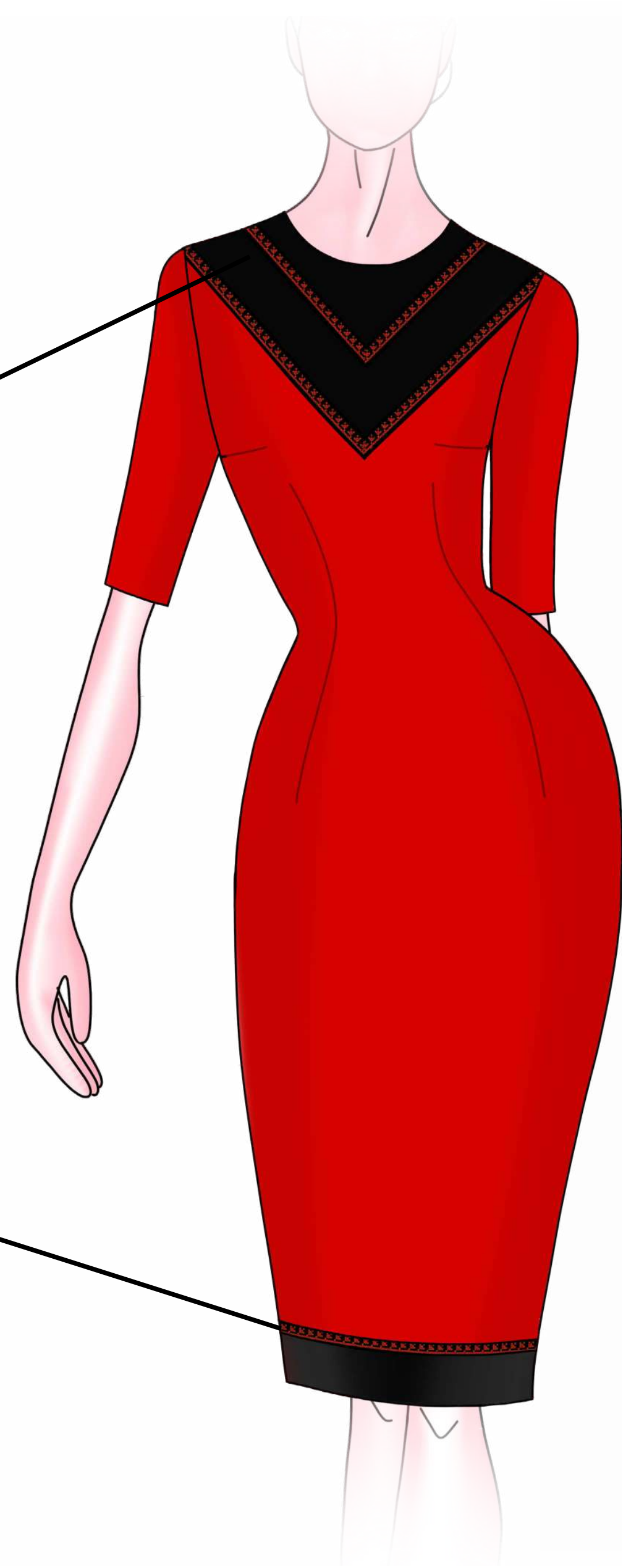
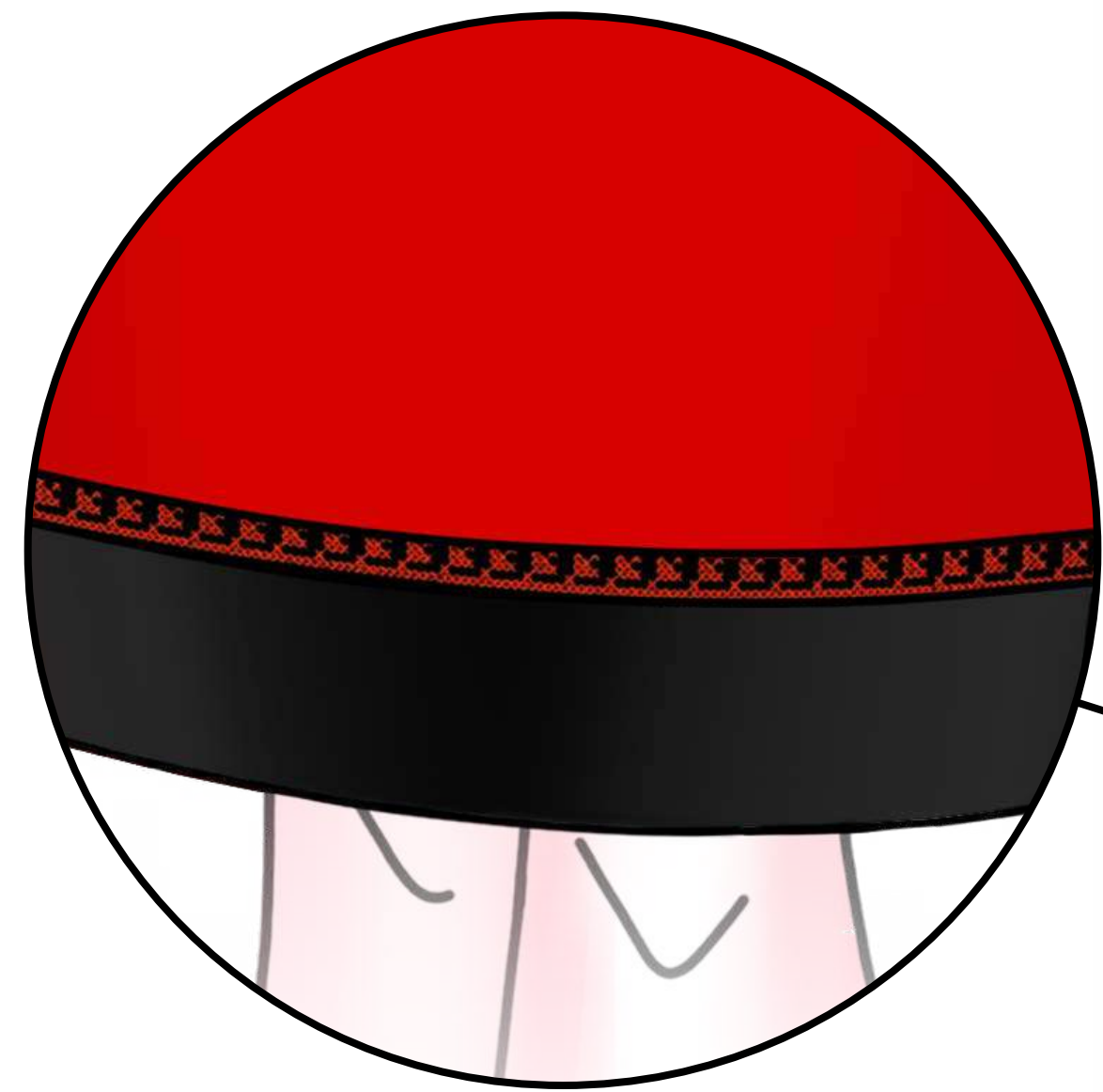
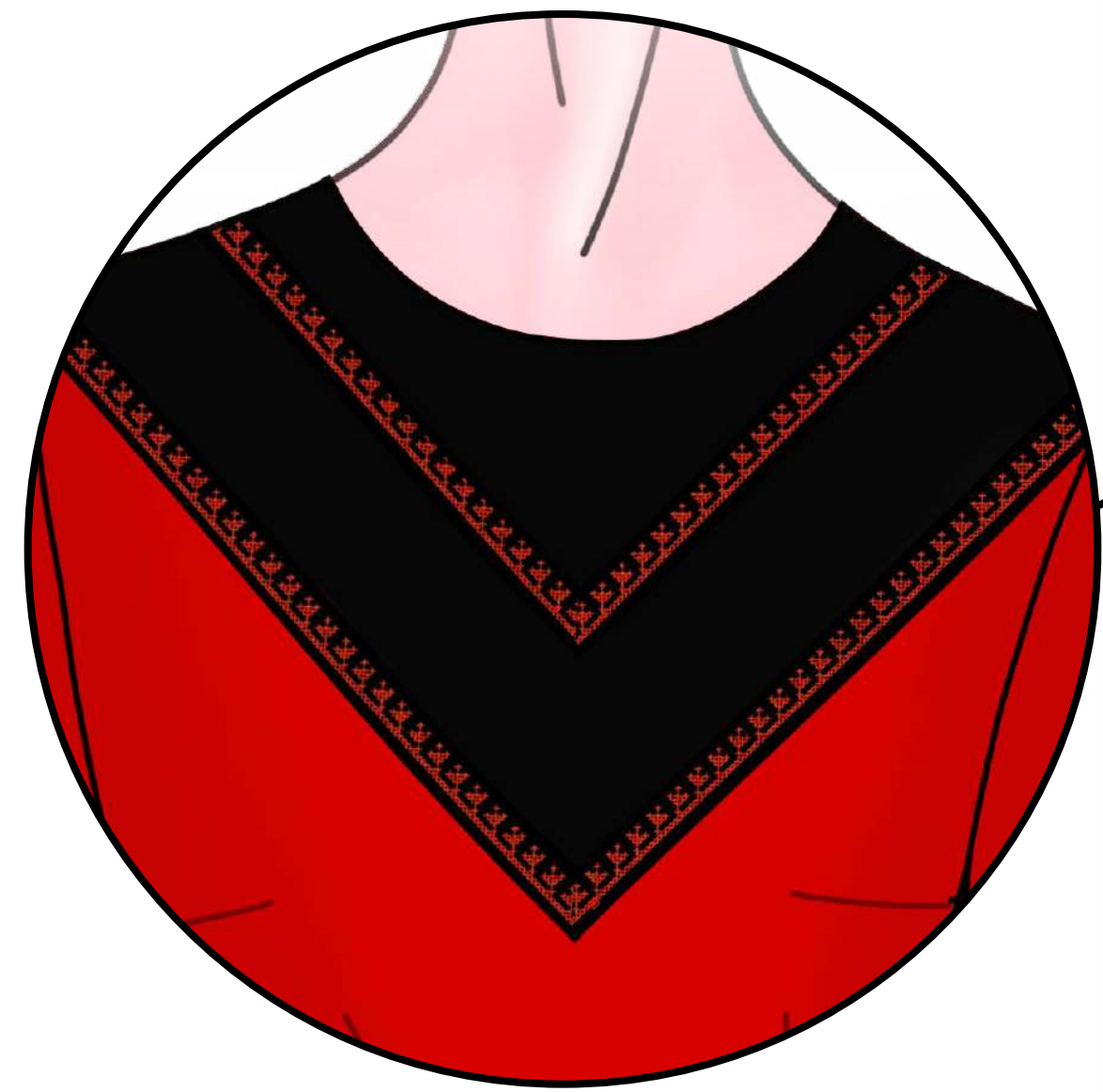


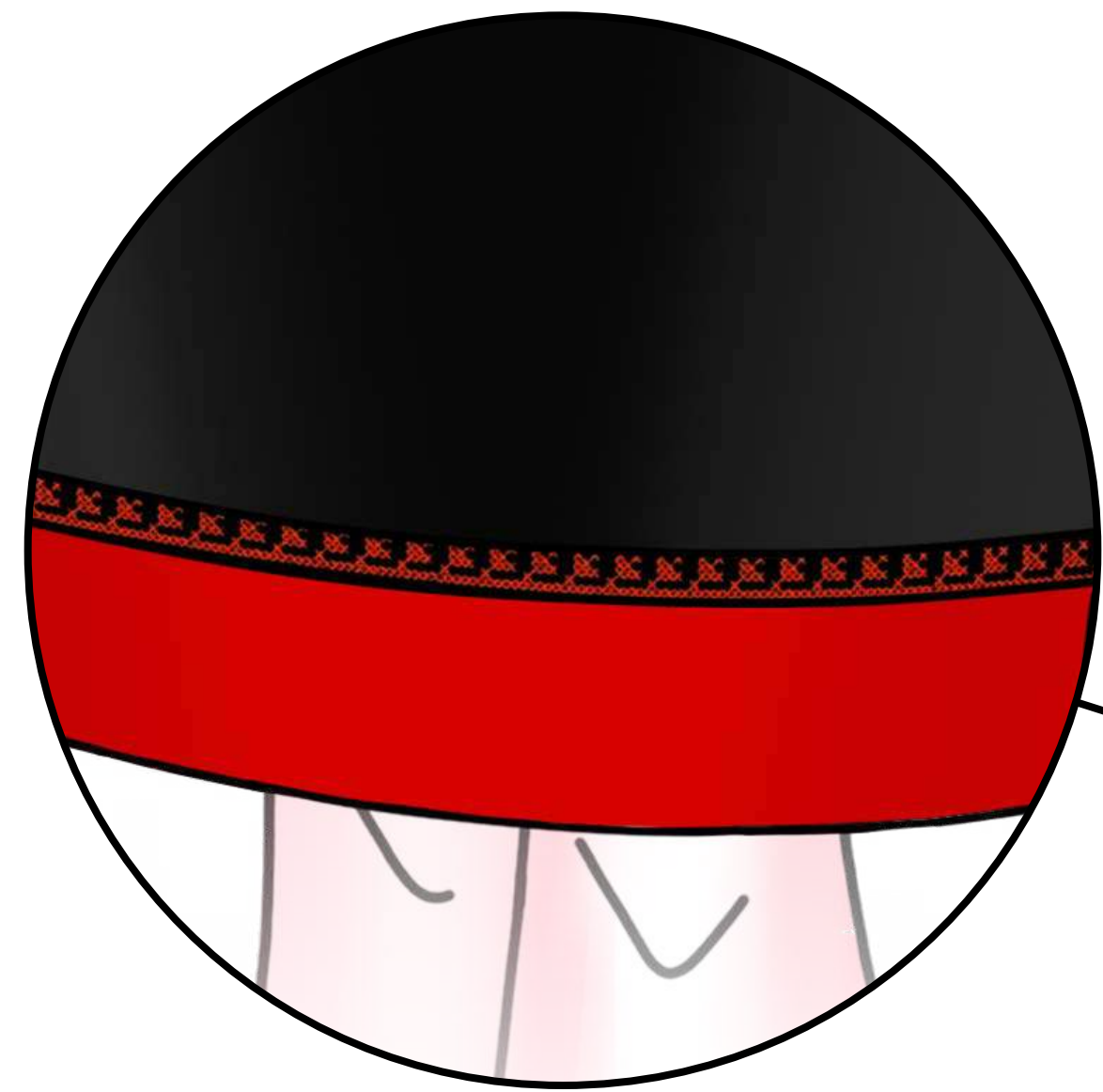
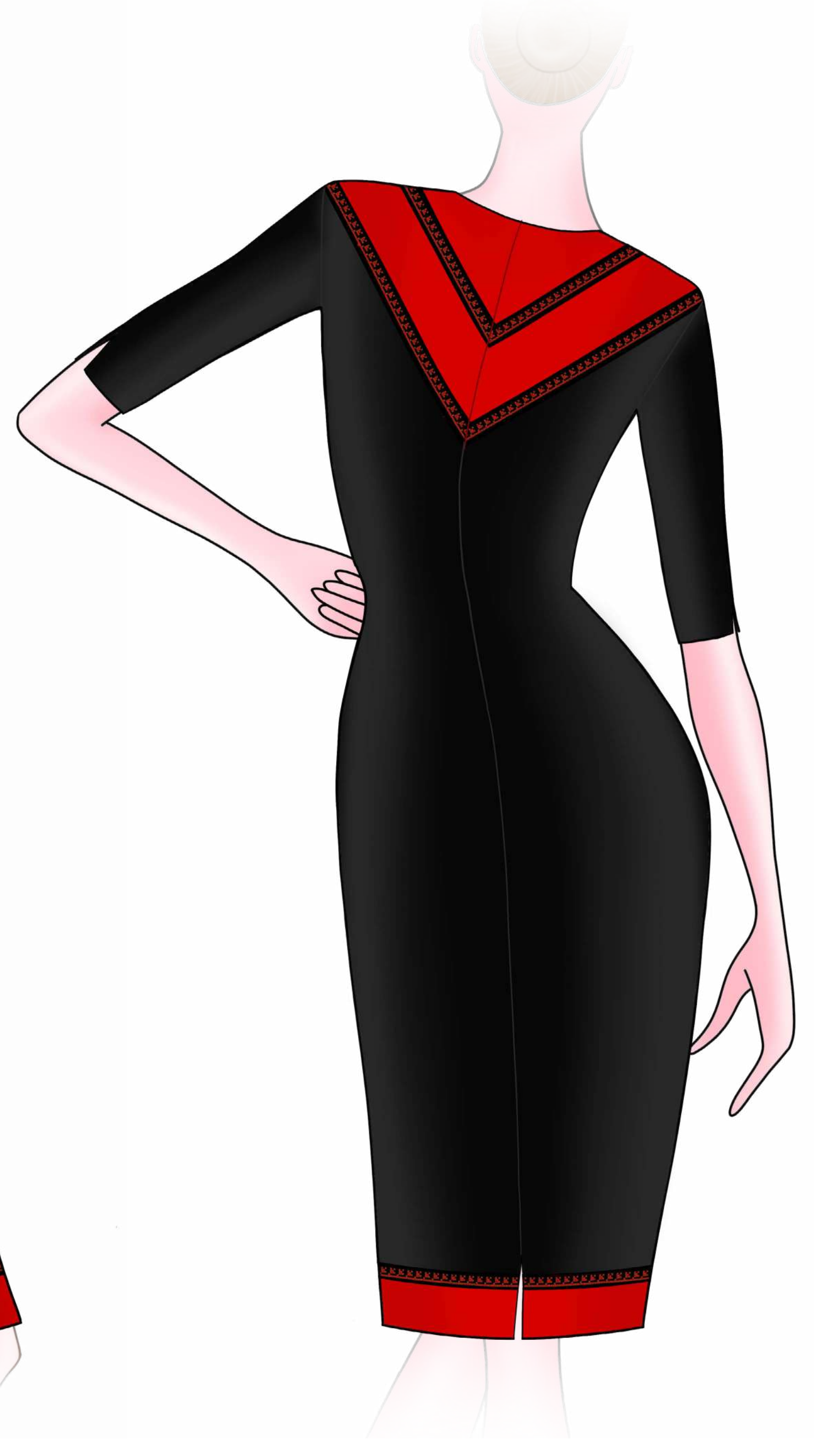
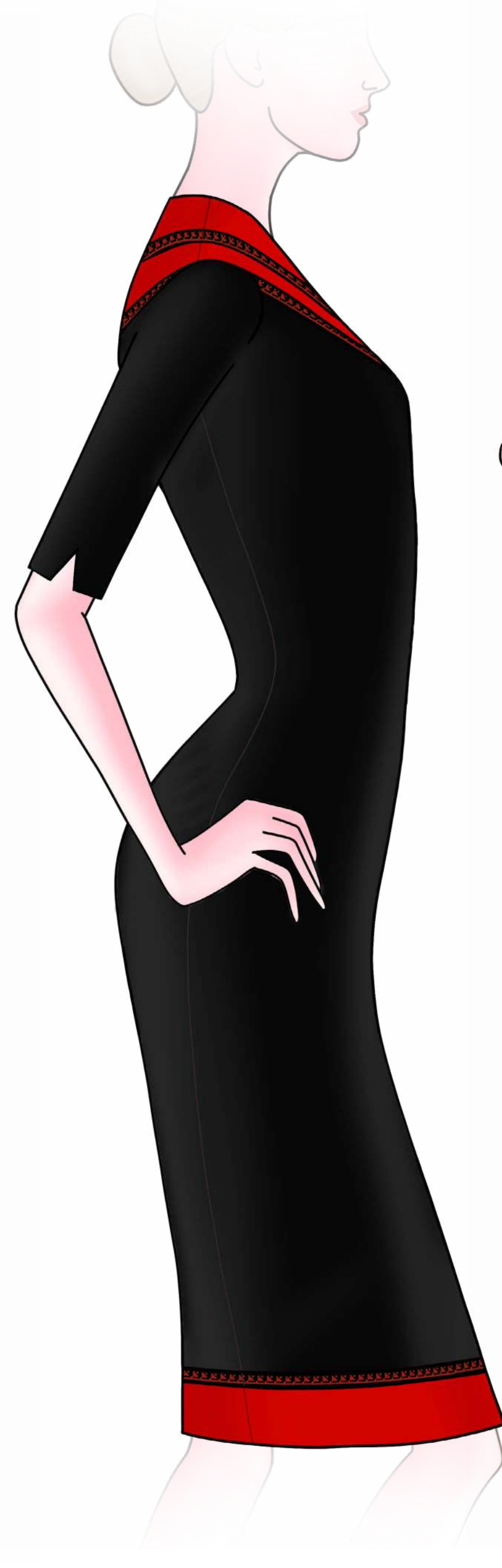
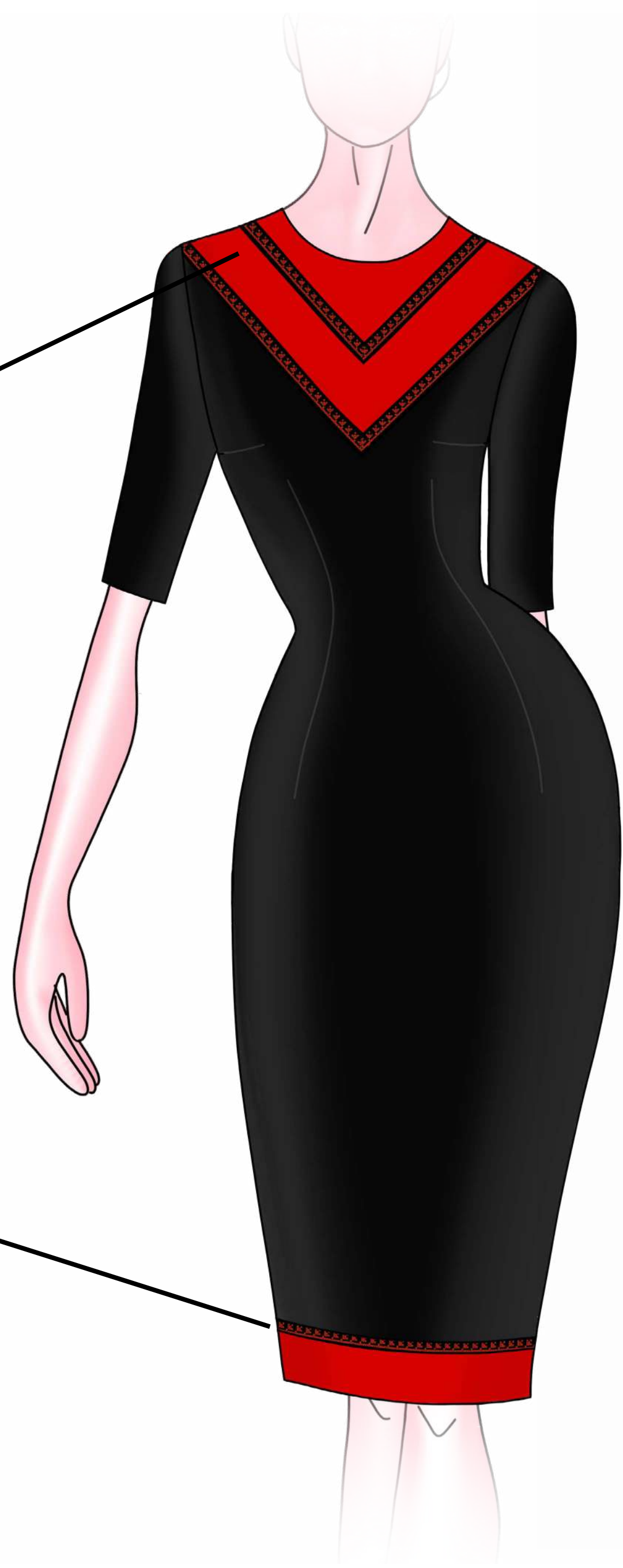
# New Costumes Design

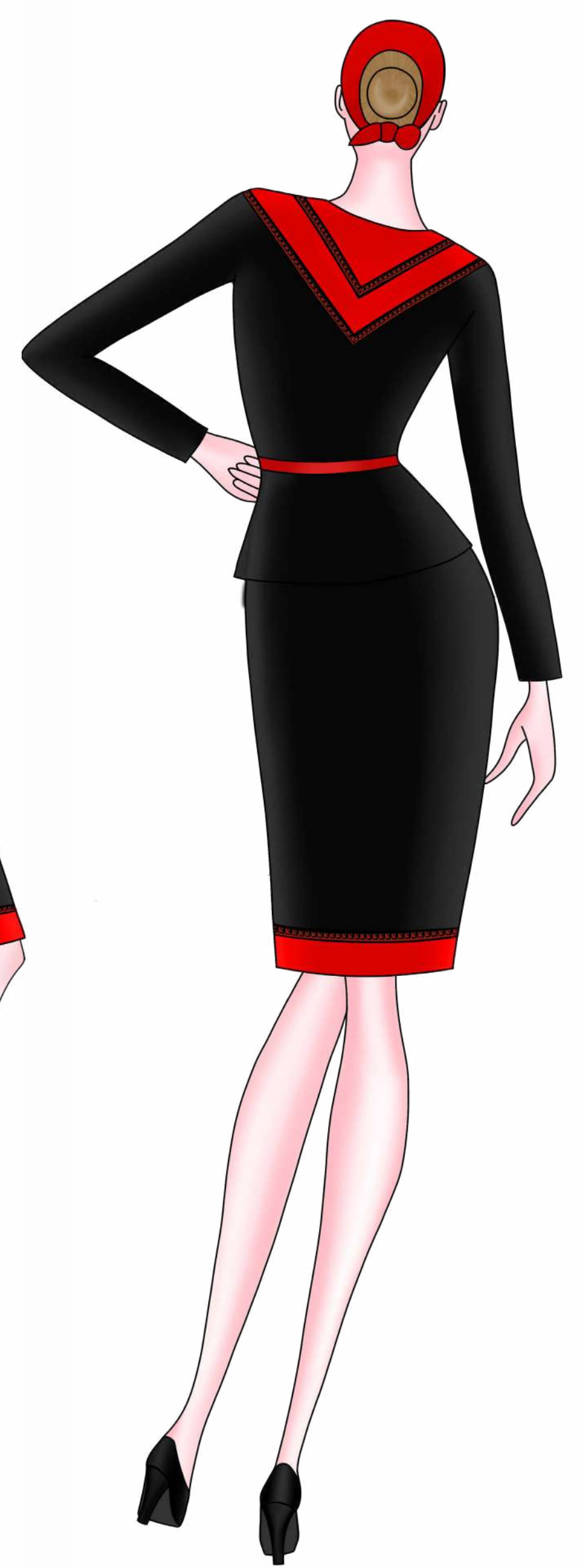
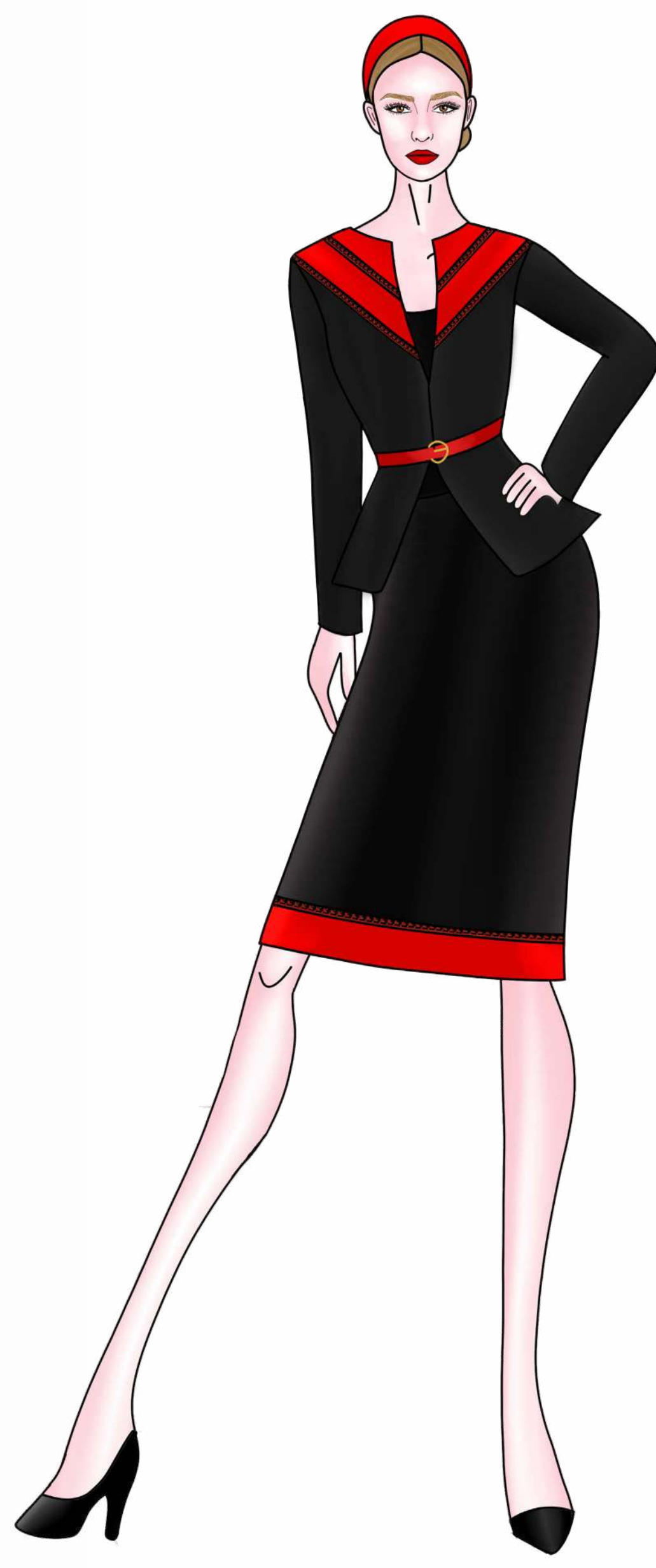
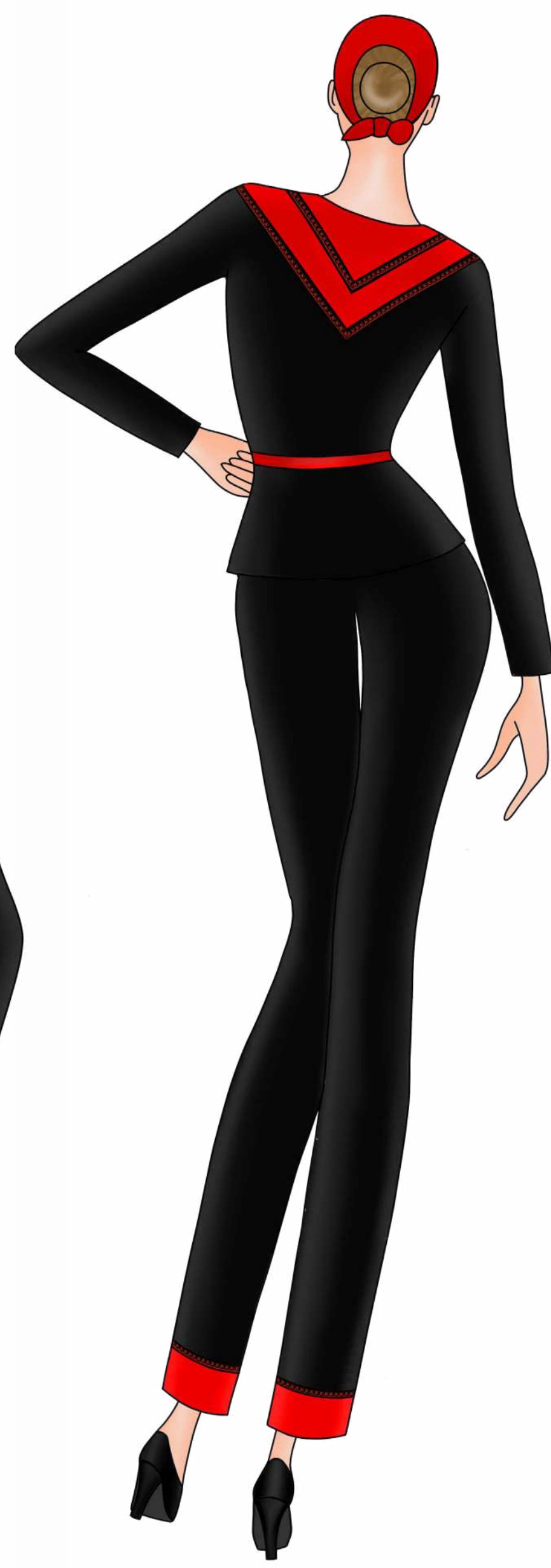
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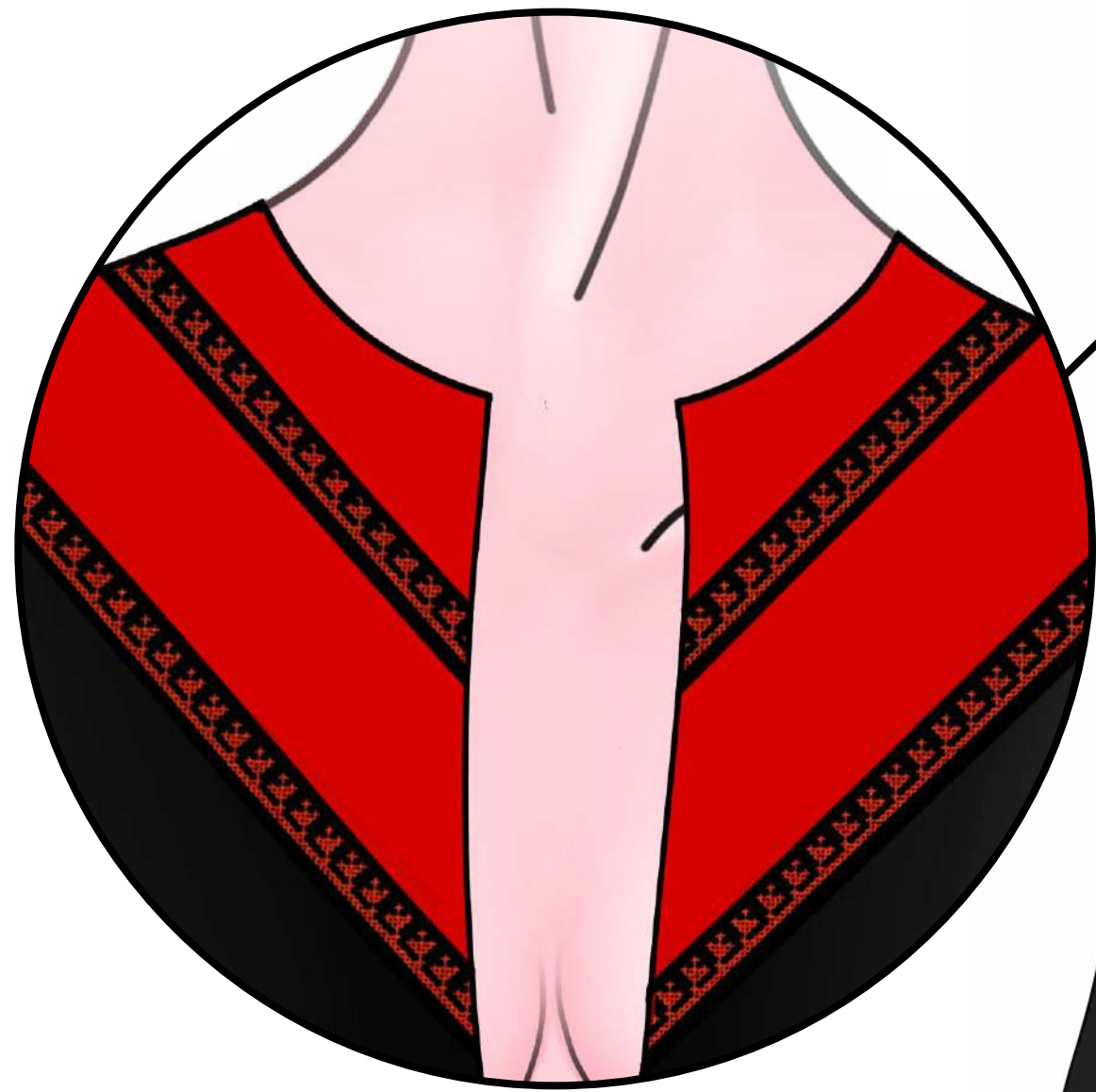


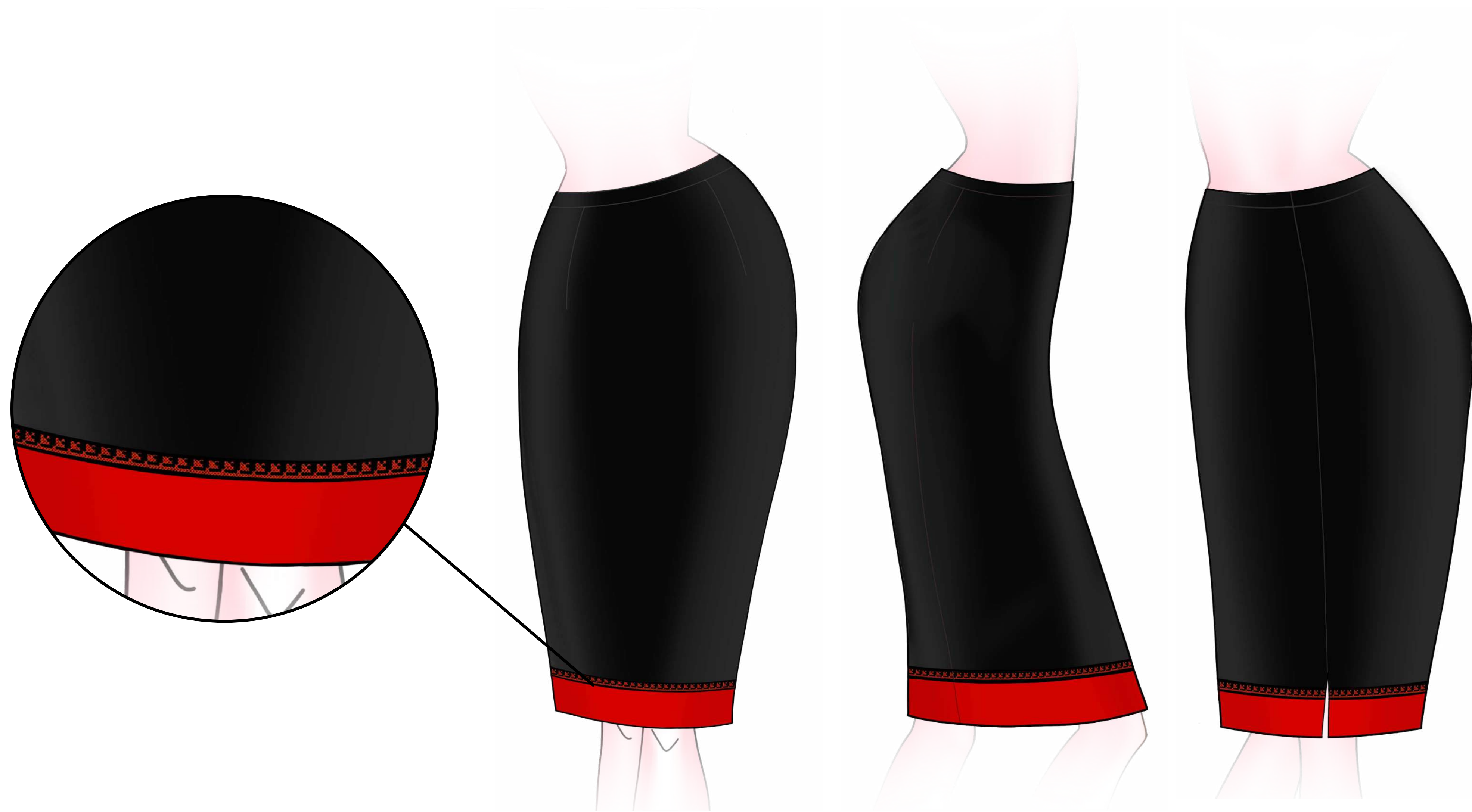




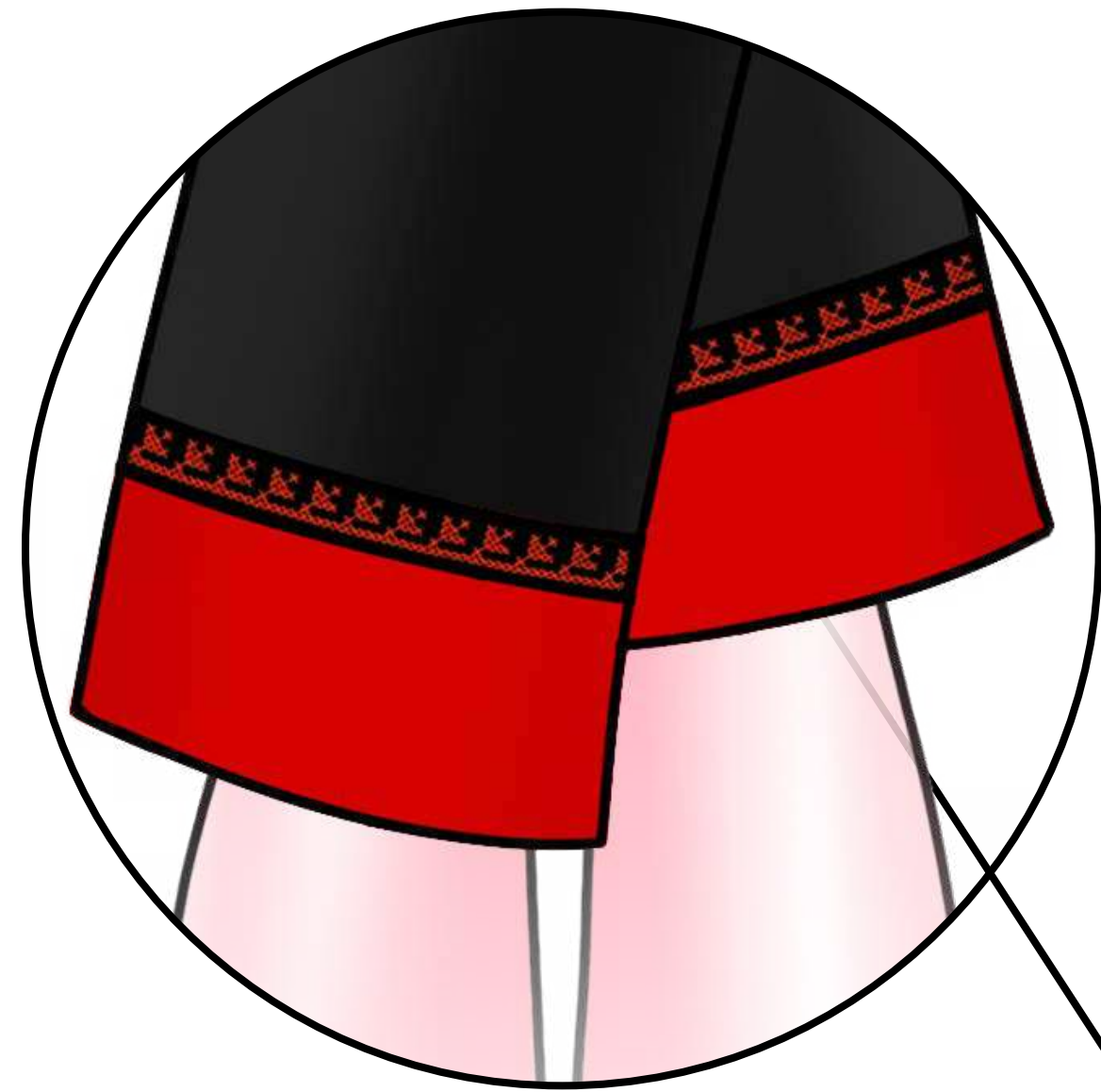


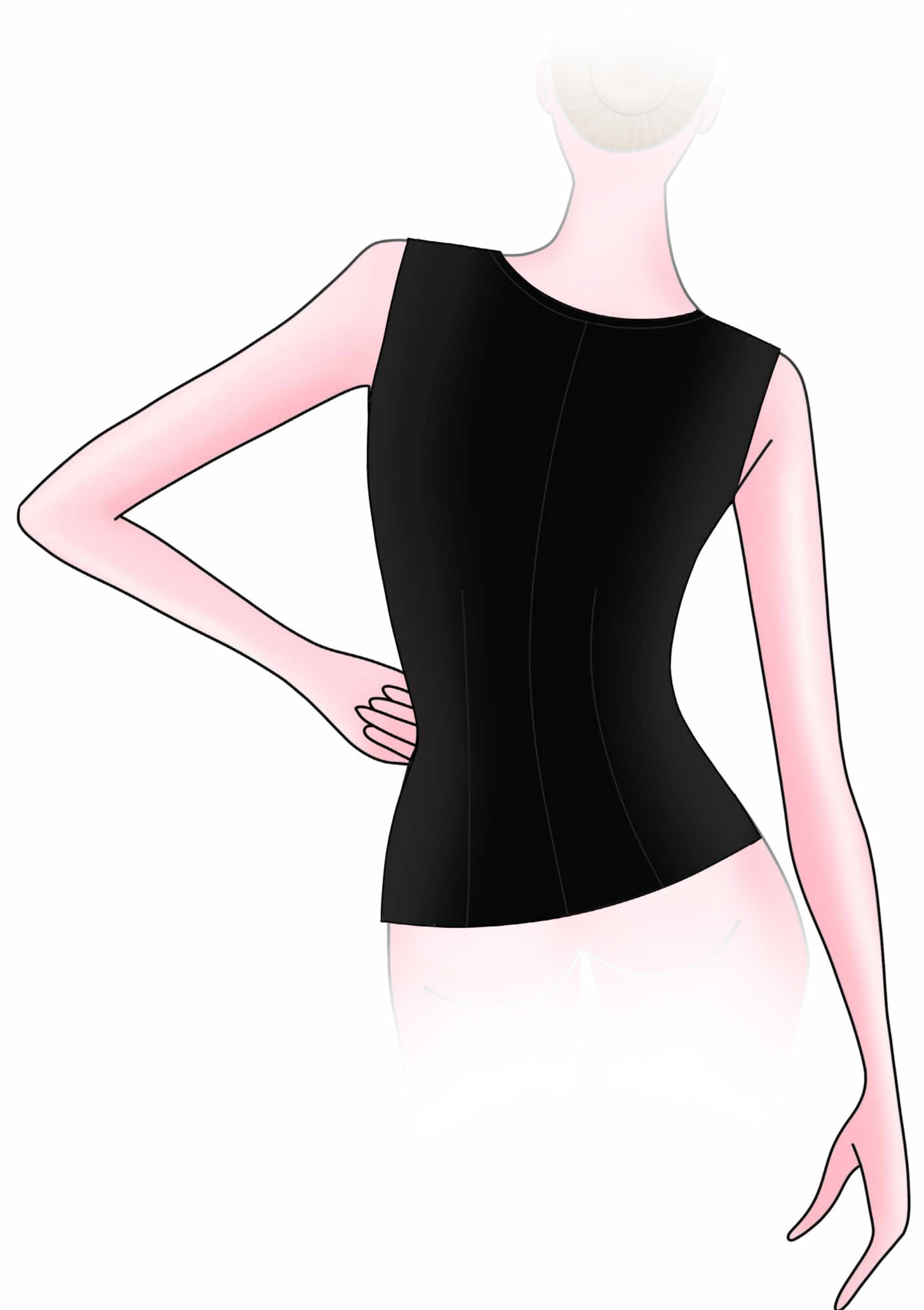
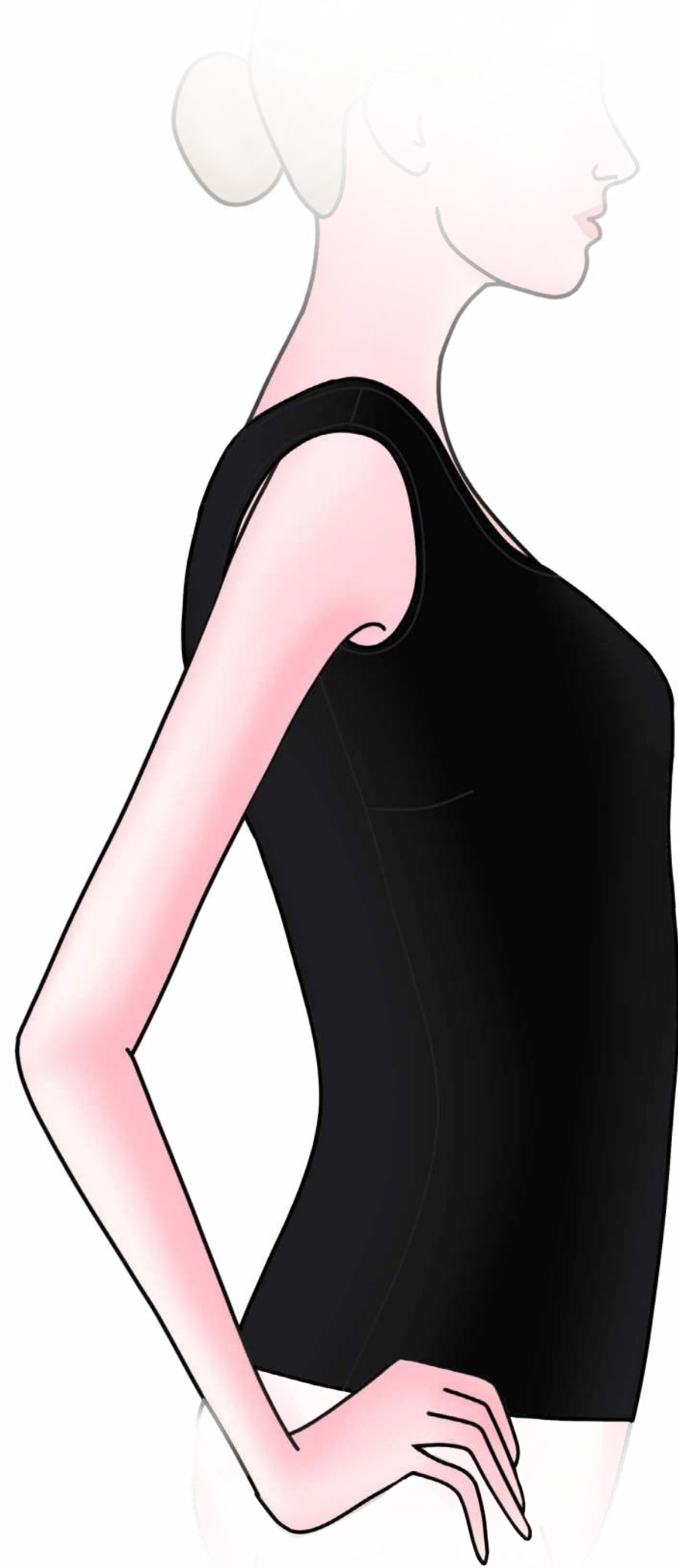


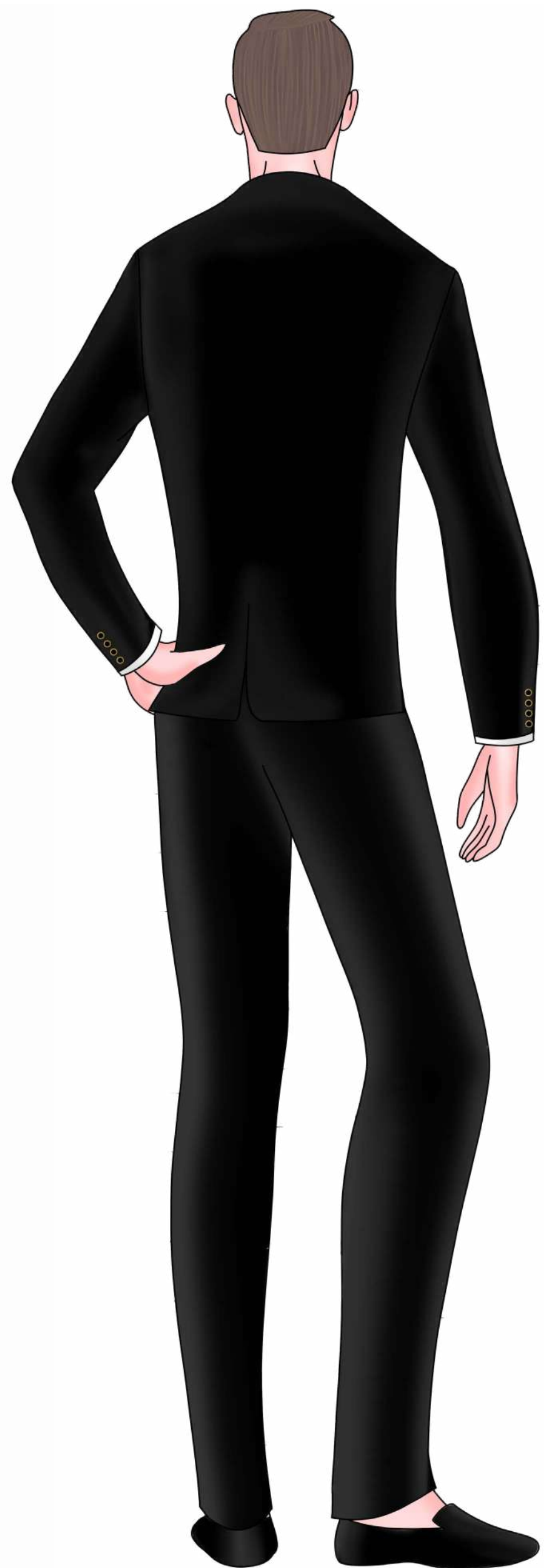




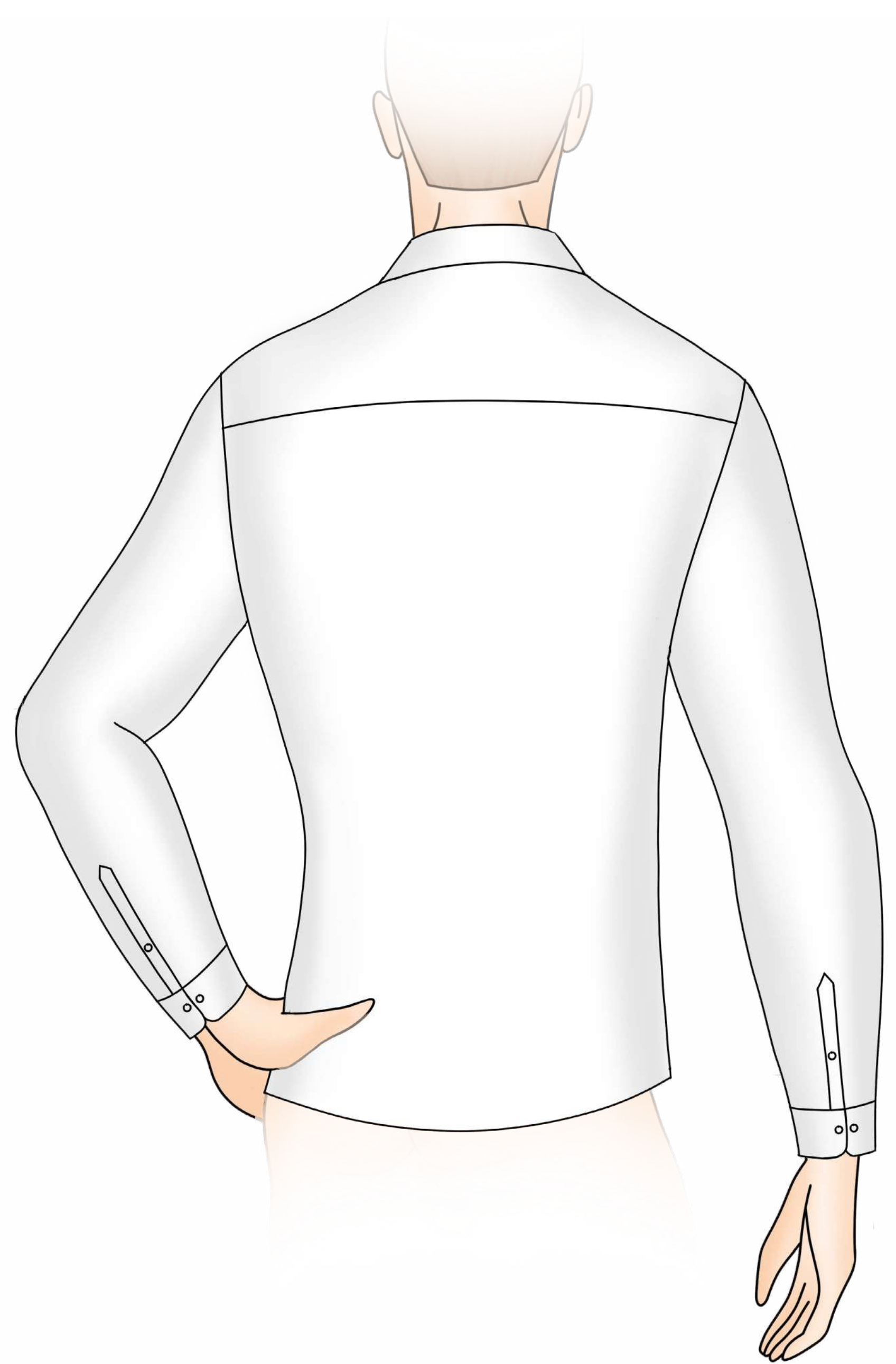


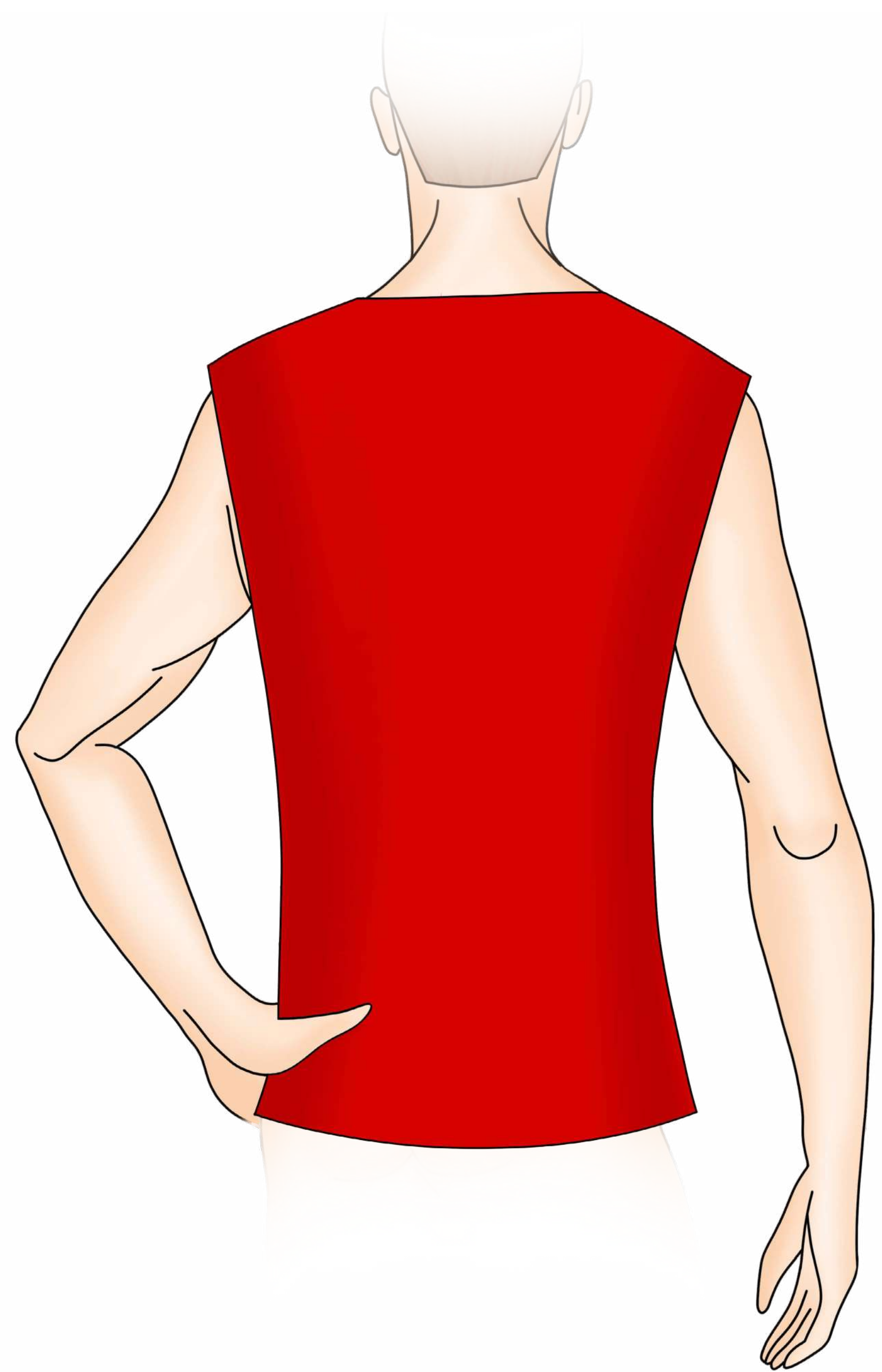
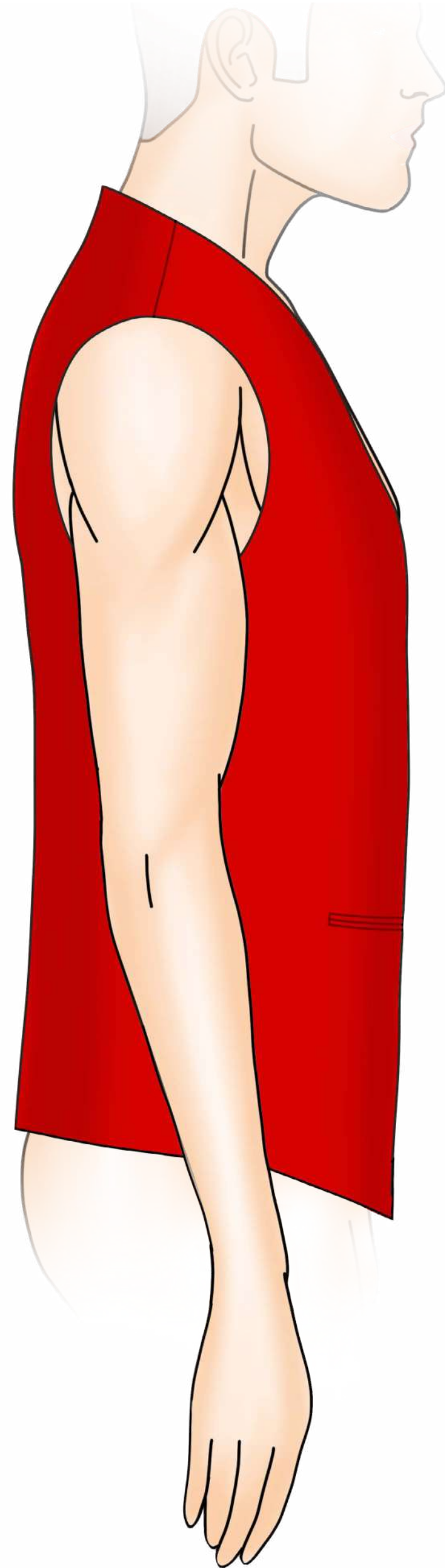
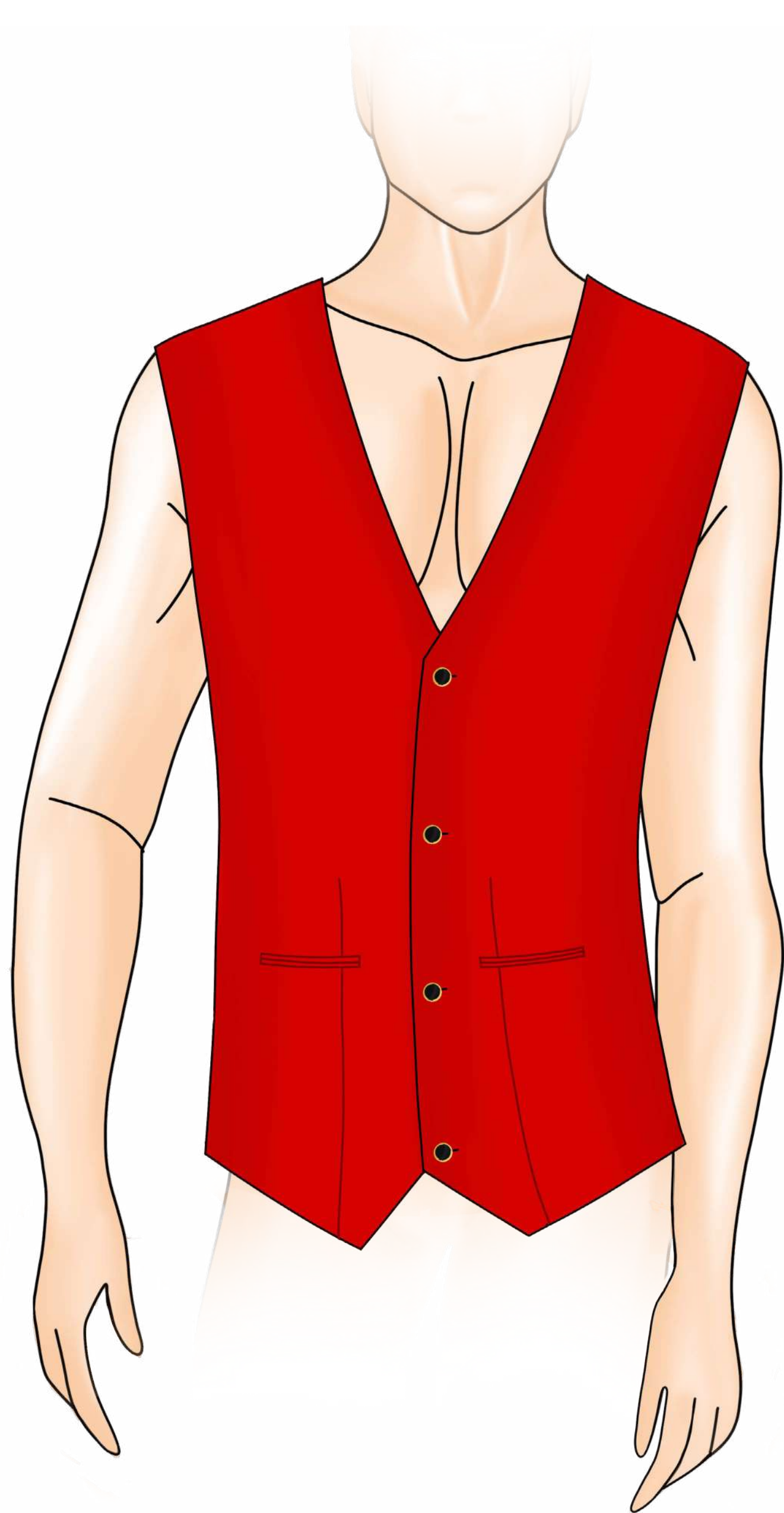


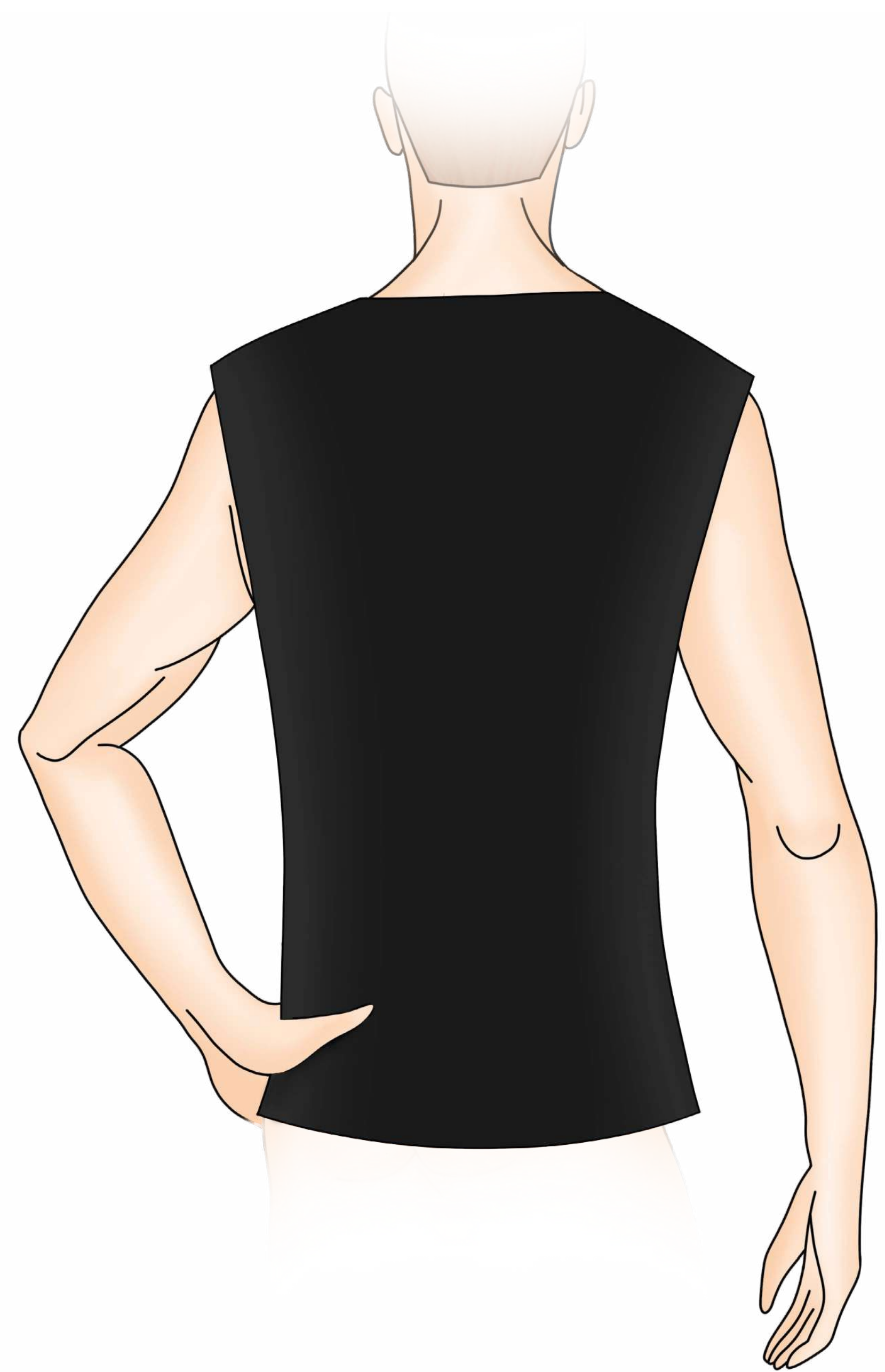
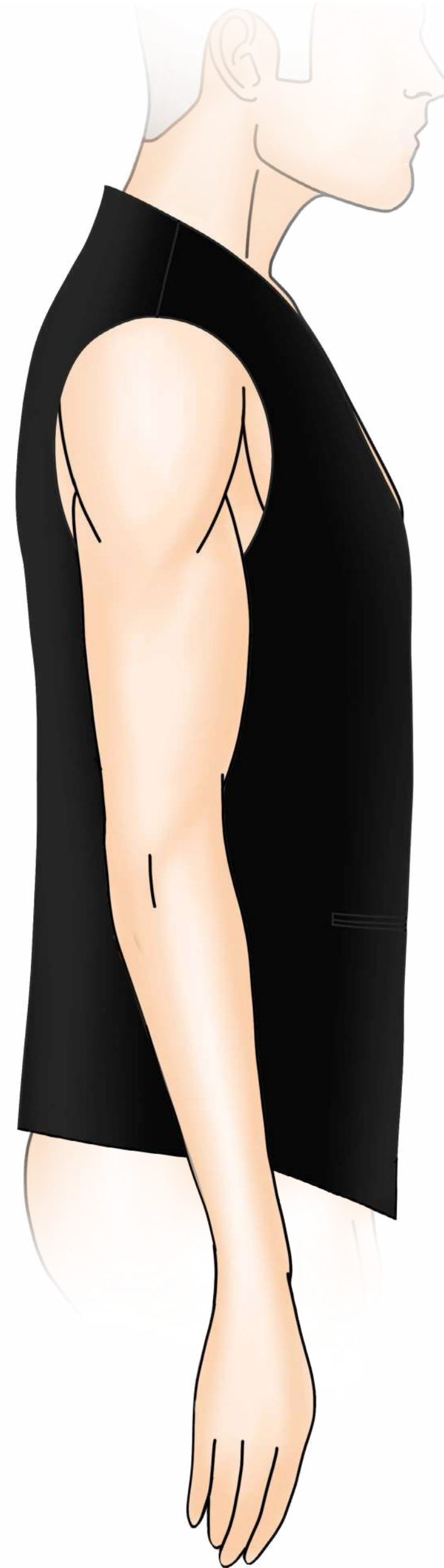


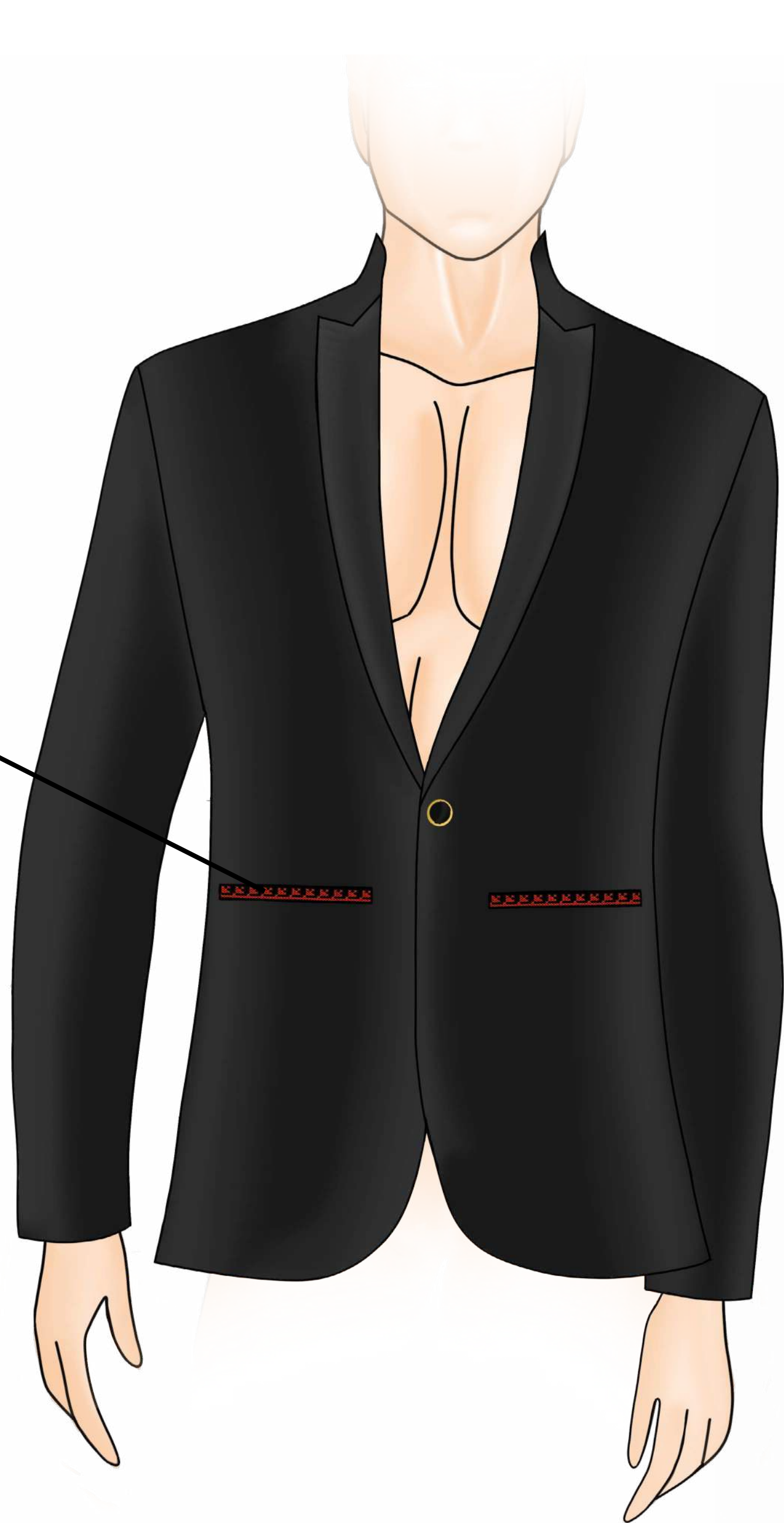
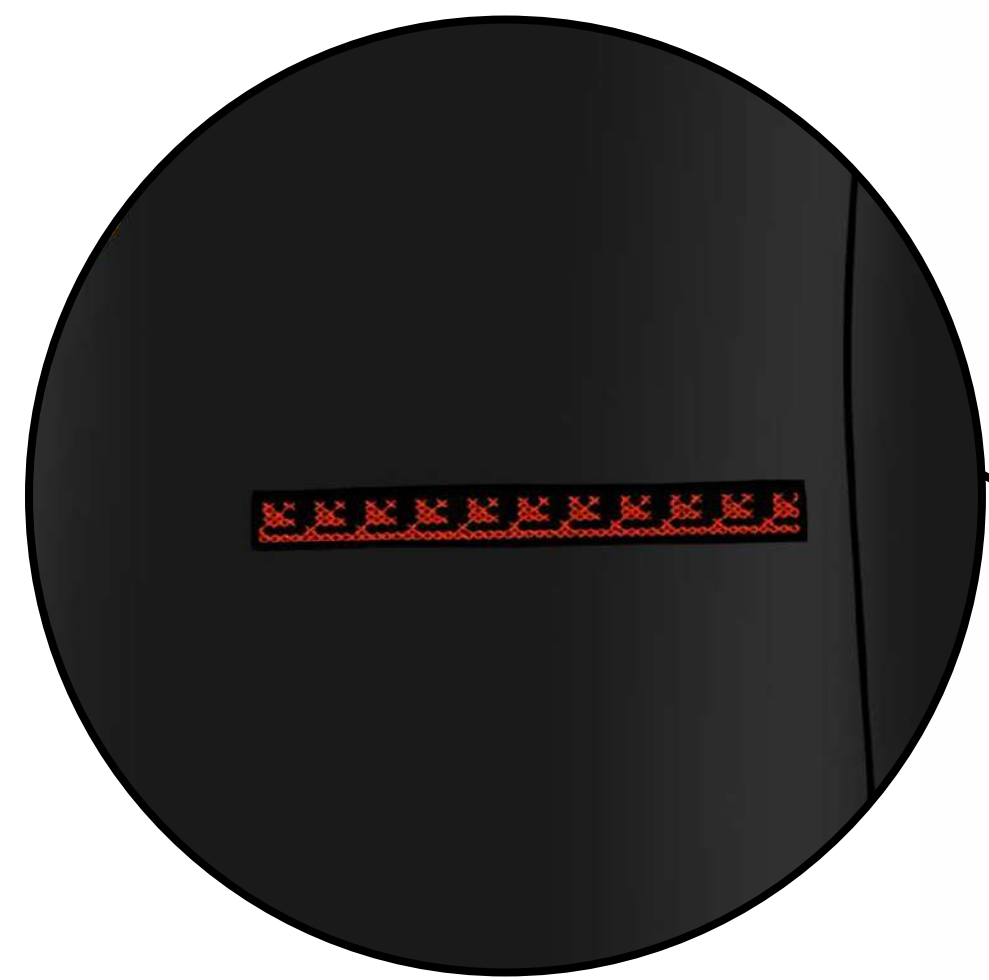
















# Mood-board.

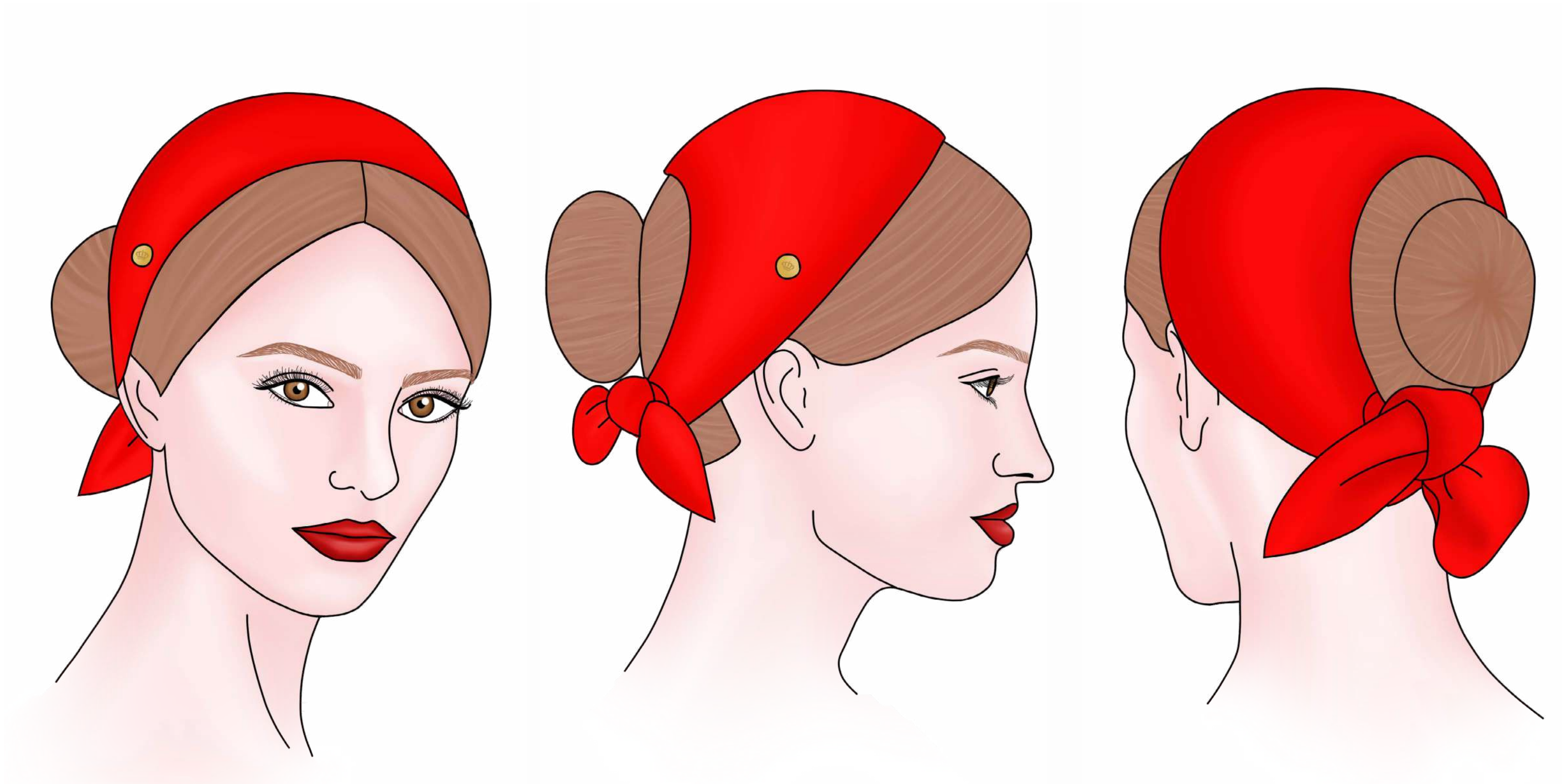
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# Hat Design.

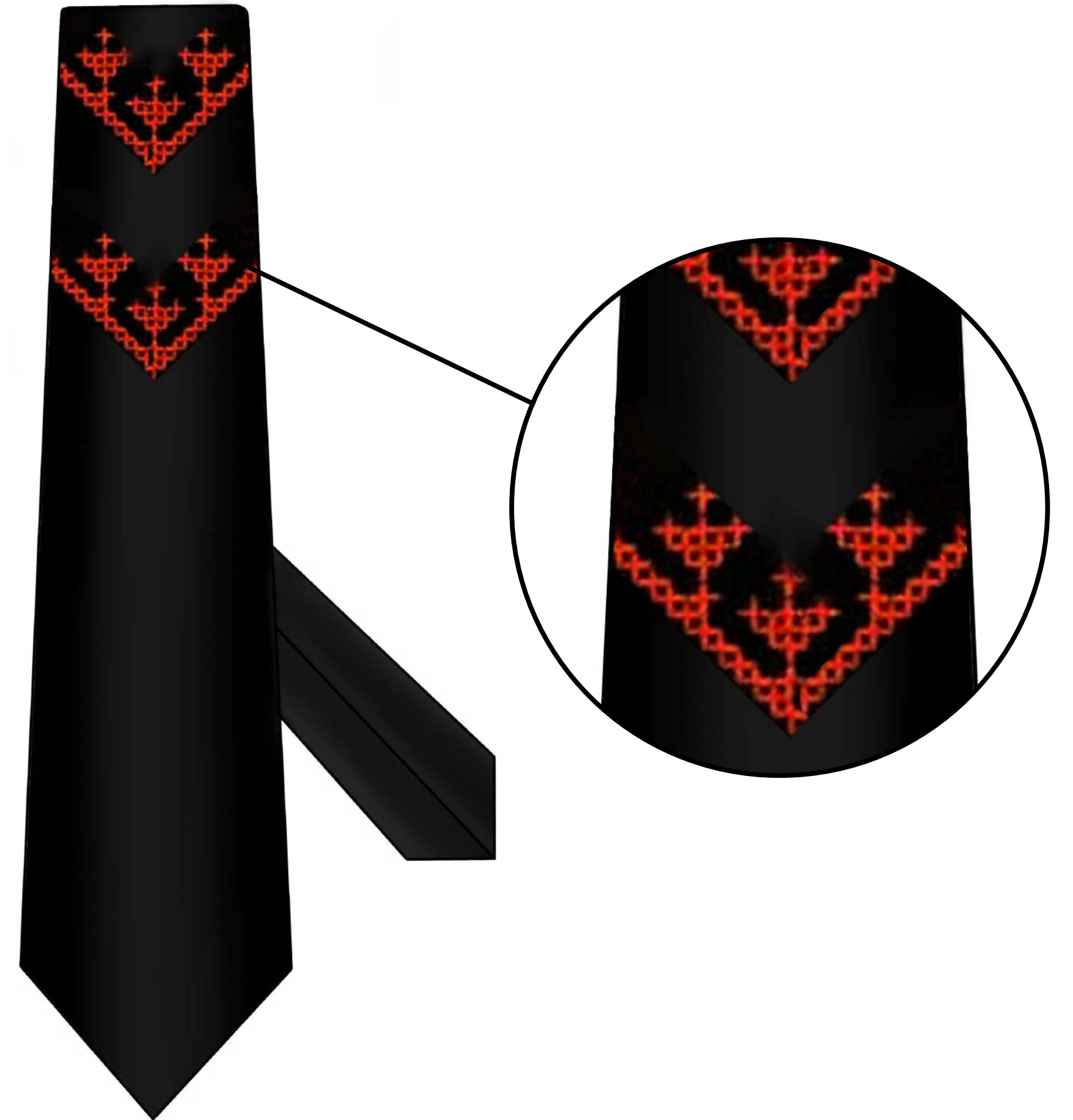
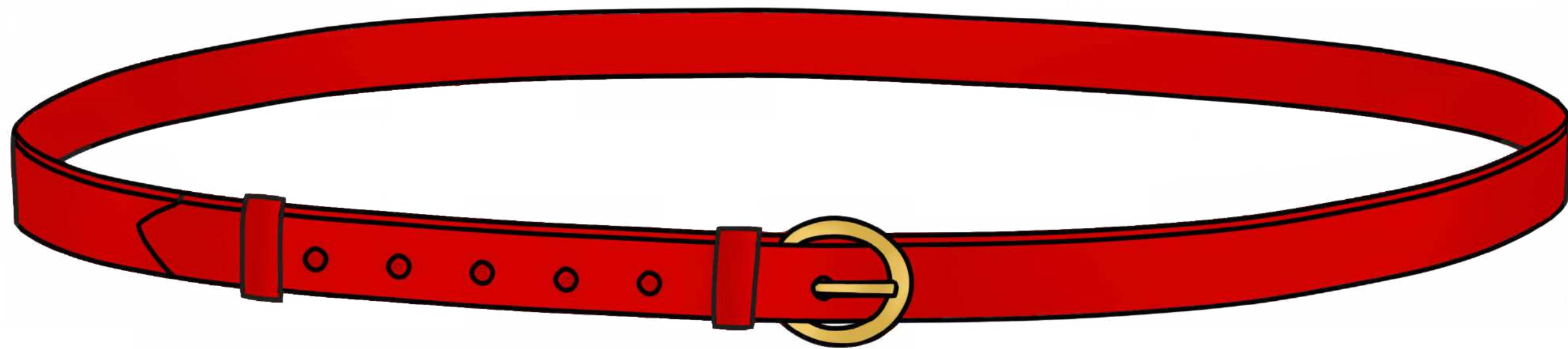
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My idea for the uniform hat is not the final one, the form is not that of a hair-band, it is actually meant to be a stiff hat with a back opening that is closed at the end edges from behind but unfortunately the molds required to make such hats are not available in Jordan and that is why the mock-up I did is not the final one.



# Accessories Design.

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The current RJ uniforms have stripes to tell about the staff position according to how many stripes he/she has on the uniform, however I have preferred to place those stripes on the name tag so as not to risk destroying the elegance of the final uniform, which will also make it easier for modification, just modify stripes on the name tag in case of position change.

# Phase 3: New Materials.

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Crêpe Moss (Red & Black)  
Tergal (Black)  
Rayon (White)  
Felt (Red)

Photo-shoot.

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